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ABSTRACT

The Arizona response to Project Literacy U.S. (PLUS) was to establish a statewide literacy referral telephone line. The activities leading up to the establishment of the referral line included the following: (1) a telephone with 1-800 capabilities was installed at the Scottsdale Adult Learning Center in September 1986; (2) a referral file/index of major literacy service providers in all Arizona counties and municipalities was designed and compiled; (3) up-dated information was maintained in the referral index; (4) a logging procedure was designed to provide basic information as to the nature of the caller's inquiry, geographical location, the information given, as well as a tally of the total calls received; (5) two staff members were hired and seven volunteers were recruited prior to the start-up of the Arizona Adult Literacy Line (AzALL); (6) staff and volunteers were trained; (7) the operation of the 1-800 AzALL number was monitored on an ongoing basis; and (8) the effectiveness and usefulness of the AzALL number was assessed, revealing that 1,491 calls were received between September 4, 1986 through June 30, 1987 with 55% of the callers seeking opportunities to volunteer their time and 40% requesting information on locations where basic skills were taught. (EJV)

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ED286574

Adult Basic Education Program

640 N. 1st Avenue

Phoenix, Arizona 85003

FINAL REPORT

for

AzALL: Arizona Adult Literacy Line

1986 - 1987

Project Director: Mary I. Vanis, Associate Dean of Instruction

Project Coordinator: Karen L. Mills

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AzALL
Arizona Adult Literacy Line

PLUS - Project Literacy U. S. - was, and continues to be a public information project of Capitol Cities/ABC and the Public Broadcasting Service. Its purpose has been to promote awareness of the literacy problem and to stimulate community action on behalf of literacy.

The Arizona response to PLUS, in addition to the existing efforts of providers and media suppliers, was to establish a statewide referral line.

The following is a summary of the activities leading up to and resulting in the accomplishments of a statewide literacy referral telephone line.

1. To install, at the Scottsdale Adult Learning Center, 701 North Miller Road, a telephone with 1-800 capabilities, in September, 1986.

   1-800-345-EDUC (3382) was installed at the Scottsdale Adult Learning Center on August 27, 1986. An answering machine to respond to calls made during "off" hours, holidays, and weekends (creating 24 hours a day/7 days a week service), was purchased on August 29, 1986 and operational by September 2, 1986.

2. To design a referral file/index of major literacy service providers in all Arizona counties and major municipalities which will then be used in responding to questions and requests that are received on the 1-800 adult literacy line. this file will be compiled during september, 1986.

   in early august, a communication from dr. gary eyre, director of the adult education division of the arizona department of education and lacretia bacon, chairperson of the azall providers coalition, was mailed to as many literacy providers as could be identified (state-funded programs, literacy councils, libraries, etc.). the packet contained an informational letter, media events for september, and a questionnaire for information for the referral index (attachment 1).

   all information received was catalogued and ready for use by september 3, 1986.

3. to maintain up-dated and current information in the referral index. this will be done in an on-going manner.

   as new or revised information about programs/services is received, it is incorporated into the index. currently the breakdown of program/services information is as follows:

27.C/26(mf)

COUNTY	NUMBERS OF PROGRAMS		
	ESL	ABE/GED	VOLUNTEER
Maricopa	50	69	12
Graham	-	-	-
La Paz	-	-	-
Santa Cruz	-	-	-
Pima	1	1	1
Cochise	4	2	4
Gila	3	-	3
Coconino	4	-	4
Mohave	3	-	3
Yavapai	2	-	2
Pinal	1	-	1
Yuma	1	-	1

4. To design a logging procedure that will provide basic information as to the nature of the caller's inquiry, geographical location, the information given as well as a tally of the total number of calls received from September through May.

Following much discussion on what information would be necessary, since monthly phone rates will be based on usage, and what information would be helpful for compiling statistics, it was decided to ask each caller these questions:

1. Male or female
2. Age range
   - under 30
   - 30 - 50
   - 50 +
3. Location from where he/she is calling
4. Information requested
5. A brief note as to the referral that is made

This information is tallied and reported each week.

5. To hire two staff individuals prior to the start-up of the Hotline.

Using a job description specific to answering the hotline (Attachment 2), two operators were hired. Additionally, seven volunteers were identified who could provide "back-up" or extra help.

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6. To train the staff individuals prior to the start-up of the Hotline number.

The operators and volunteers were required to attend an orientation/training at the Scottsdale Adult Learning Center on September 3, 1986 at 1:30 p.m. The following information was presented:

-Telephone etiquette
-The scan sheet/log sheet of information requested and given
-The tickler file (referral index) and how to make referrals
-The answering machine
-Question and answer session
-Establishing a schedule

7. To supervise and monitor the operation of the 1-800 adult literacy line. This will be done in an on-going manner. Monitoring will be done on a weekly basis in the beginning as a means of adjusting and refining the operational aspect of the project.

Monitoring of the hotline has been on-going and continues to take place. As a means of refining operation, updating information, and improving services, it has been recommended that an advisory committee should be established. (NOTE: Just such a committee will be formed in September, 1987.)

8. To evaluate the effectiveness and usefulness of the 1-800 adult literacy line by way of an analysis of data, a tally of calls and total hours of operation.

The combination of an operator(s) and an answering machine make the AzALL Hotline operational 24-hours a day, seven days a week.

One thousand four hundred ninety-one (1,491) calls have been received on the AZALL line from September 4, 1986 through June 30, 1987. (It should be noted that the regular operator was on maternity leave for approximately six weeks and the substitute operator did not maintain the same level of accuracy as had been established. It is estimated that an additional 100 - 150 calls were addressed during that time, but are not reflected in any of the calculations.)

The average number of calls per month was 166 with an average of 41 calls being addressed per week.

Data collection regarding sex and age of caller did not begin until September 13, and caller response to those questions was purely optional.

Male callers	340
Female callers	843
Age range:	
Under 30	273
30 - 50	587
50 +	144

-Forty (40%) percent of the requested information was for locations that taught basic skills.
-Fifty-five (55%) of the callers were seeking opportunities to volunteer their time and talents.
-Five (5%) of the calls were considered "related miscellaneous"

(Calls about the availability of English as a Second Language or GED Preparation classes, special services like visually or hearing impaired, or simply requesting general information.)

Calls were received from the following Arizona locations:

Alpine	Duncan	Mayer	Showlow
Apache Junction	El Mirage	Mesa	Snowflake
Ava Valley	Eloy	Morristown	Springerville
Avondale	Flagstaff	Oracle	Sun City
Bagdad	Florence	Page	Sun Lakes
Benson	Ft. Defiance	Paradise Valley	Superior
Bisbee	Gila	Payson	Taylor
Bowie	Gilbert	Peoria	Tempe
Bullhead City	Glendale	Phoenix	Thatcher
Carefree	Globe	Pinetop	Tolleson
Casa Grande	Goodyear	Prescott	Toltec
Cave Creek	Green Valley	Quartzsite	Tucson
Chandler	Holbrook	Queen Creek	Yuma
Clifton	Huachuca	Riviera	Wickenberg
Cochise	Kingman	Safford	Williams
Coolidge	Lake Havasu	Scottsdale	Wittman
Cottonwood	Litchfield Park	Sedona	
Douglas	Marana	Sierra Vista	

While the activities have been appropriate to the accomplishment of stated objectives, there still remains the question of <u>effectiveness of the hotline</u> as related to direct results to programs of services.

From a sampling of 628 calls, the following is a breakdown, by percentage, of the referrals made:

Phoenix Union Adult Education Program	10%
Tucson Literacy Council	14%
Literacy Volunteers of Maricopa County	25%
Flagstaff	2%
Tempe Adult Education Program	6%
Rio Salado Community College	25%*
Laubach Program	3%
Glendale Adult Education Program	8%
Mesa Adult Education Program	5%
Prescott (Yavapai College)	2%

*Not all calls to the Rio Salado Program were class referrals. Because Rio was the responsible agency, the operator often referred calls that did not seem specific to any of the other referral listings.

For the sake of comparison, figures from the Rio Salado Community College's Adult Education Program (ABE) will be used.

	YEAR	% OF INCREASE IN ENROLLMENT FROM PREVIOUS YEAR
	1983-84	16%
	1984-85	22%
	1985-86	24%
*	1986-87	36%

The rate of growth for the Rio Salado Community College ABE Program noticed a sharp increase from previous years. (While the projected number of students to be served in 1986-87 was based on previous growth patterns in the Rio program, the actual number of students enrolled exceeded those projections by more than 650.)

These calculations, however limited in scope and rudimentary in procedure, are reflective of the increased enrollment and interest in the other programs as well. But to what can all of this "extra" activity be attributed? Project PLUS, with its focus on awareness, and AzALL, with its concern for response and referral, have to be integral to the answer to that question.

A T T A C H M E N T S

1. AzALL Communication Packet
   - o Informational Letter
   - o Schedule of Media Events
   - o Questionnaire

2. Job Description for AzALL Operator

27.C/26(mf)

ATTACHMENT 1

CAROLYN WARNER
SUPERINTENDENT

Arizona
Department of Education
1535 WEST JEFFERSON
PHOENIX, ARIZONA 85007
(602) 255-4361

Project Literacy U.S. (PLUS) is a major national media/awareness project on the subject of adult illiteracy in the United States, jointly undertaken by American Broadcasting Company, Inc. and the Public Broadcasting Service, and nearly 100 national organizations and agencies. The purpose of PLUS is to maximize awareness to the fullest extent through local community organizations, educational agencies, and national and local television and radio programming.

To join in this endeavor, the Arizona Department of Education, Division of Adult Education, is sponsoring the Arizona Adult Literacy Line (AzALL), 1-800-345-EDUC, with service beginning the week of September 2, 1986. This -800- service is located at Rio Salado Community College, Phoenix. The line will be operational twenty-four hours per day. This number will provide a statewide, adult education referral service for students and volunteers in your local area.

A NATIONAL MOVEMENT IS GROWING AND YOU CAN BE PART OF IT. You are the key link to insure that the adult population in your area, students or volunteers, can be served. Please complete and return the enclosed questionnaire by Friday, August 29, 1986. Send a listing (days, dates, locations) of Adult Basic Education Programs. We would also appreciate a list of adult volunteer agencies in your area.

Thank you for joining the national and state campaign for literacy.

Sincerely,

Gary A. Eyre, Director
Division of Adult Education
Arizona Department of Education

Lacretia Bacon, Chairperson
AzALL
Volunteer Coordinator
Aging Services

Enclosures

ATTACHMENT 1

PLUS MEDIA EVENTS

(525 ABC/PBS Affiliate TV Stations, Including Arizona)

September 3	ABC Prime Time News Documentary - narrated by Peter Jennings
September 3	GED - radio Public Service Announcements to be released by 13 AM/FM Arizona radio stations
September 6	Scheduled - Saturday radio broadcast by President Reagan, to include adult literacy
September 7	Scheduled - National Literacy Sunday - adult literacy to be emphasized by church groups
September 7	"This Week" - ABC News broadcast with David Brinkley
September 8	Scheduled for this week - special assignment series by Peter Jennings on "World News Tonight"
September 8	Scheduled for this week - "Nightline" - ABC News Magazine with Ted Koppel will cover adult illiteracy
	September 17 PBS Documentary - Project Literacy
September 17	PBS (KAET) Channel 8 - Arizona Special on Adult Illiteracy
--	The award-winning TV series - "20/20" will focus on the issue of adult illiteracy during September (dates to be announced)
--	Spot announcements during September will introduce PLUS

DATES FOR YOUR CALENDAR

Arizona Adult Education Week
November 9-15, 1986

National Adult Education Week
American Association for Adult and
Continuing Education
November 9-15, 1986

State ABE Conference
Tempe Mission Palms
March 13, 14, 1987
(Pre-Conference Workshops)
March 12, 1987

Arizona
Department of Education

AzALL

RIO SALADO
COMMUNITY COLLEGE

(Please duplicate and distribute)

ATTACHMENT 1

Name of
Organization _____

Street Address _____

Mail Address (if different) _____

Telephone # _____

Type of services offered:

____ basic reading (below 6th grade level)
____ Adult Basic Education (ABE)
____ High School Equvalency (GED)
____ English as a Second Language (ESL)
____ Citizenship (CIT)
____ reading disabilities

Does your program utilize volunteers? Y N

Volunteers fill the positions of:

_____ office staff _____ Classroom aides _____ direct teaching/tutoring
_____ other

Does your program want referrals? Y N

_____students
_____volunteers

Please feel free to attach any additional information/explanation.

Az ALL
%Rio Salado Community College
135 North 2nd Avenue
Phoenix, AZ 85003

ATTACHMENT 2

Job Description for
AzALL Operator

Title:	AzALL Operator
Responsible to:	Staff person(s) of AzALL
Description of Job:	Responsible for answering a special, statewide 800 phone number and providing information about literacy programs throughout the state of Arizona, gathering additional information about programs, tutor training workshops and areas in need of literacy programs.
Time Required:	20 hours per week from September through May.
Training Provided:	A special training session will be provided by an AzALL committee and the staff person of AzALL. The training will include general information about literacy programs in Arizona, how one may assist in the fight against illiteracy, and how to use the information resources available in the AzALL office.
Qualifications/ Special Skills:	Excellent communication skills, good organizational skills and the ability to work well with others.

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